

can be corrected. Other times we can help someone avoid the same mistake.

DO NOT STRAY TOO FAR FROM ELECTED LEADERSHIP

Goals must blend with the objectives of elected policymakers. Northbrook's current board ran largely on a pro-development agenda. Board members came around to the green agenda after many small steps developed their awareness, confidence, and their enthusiasm for these initiatives. In less than two years the village president went from "not too sure about the green agenda" to serving as a member of the U.S. Conference of Mayors Council on Climate Protection. Other elected officials may need more time and information.

Moving toward green works best as a consensus process. We are able to do more because we are now expected to bring these ideas to the table. There is great support for all the strategies we inventory here and openness to the ones we have not seen yet.

TAKE COMFORT AND INSPIRATION FROM ICMA

Sustainability is ICMA's number one priority endorsed by its leader-

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ship embraced by the membership through formal resolution at the 2007 ICMA Annual Conference in Pittsburgh, Pennsylvania. That strategy and goal includes "green." It is as much a part of our management culture as devotion to fiscal responsibility and ethics.

THE LOCAL GOVERNMENT CHALLENGE

Yes, there are some big challenges:

- Not everyone shares the same perspective, but the consensus for action is building.
- You can't believe everything you hear; this stuff is complex and some of it will change; yet we make many decisions with less than perfect certainty and there is a solid case for acting now.
- Long-term threats will compete

with short-term needs, but we are in it for the long term.

- We need to help people understand that action will involve pain, but we can manage it to make it a success.

Local government professionals should be exercising leadership in this area. There are lots of opportunities to do so.

Get involved in the policy debate. Managers are in an exceptional position to identify the possible, quantify the results, and help direct the numerous small actions that can lead to real results. You can volunteer for ICMA's Governmental Affairs and Policy Committee; state association initiatives; and numerous regional, state, and federal advisory groups.

Start making the many tiny changes that make sense to you and your organization.

Recognize that this is likely to reach your in-basket whether you care about it or not. PM

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The Web site at <http://iclean.org/html/whatsnew.cfm#en1> provides resources on a variety of environmental challenges that local government administrators face:

Air Quality

Brownfields Cleanup and Redevelopment

Smart Growth

Solid Waste Management

Wastewater Treatment

PM Web Resource

To find out more about tap water, visit the American Water Works Association Web site, Only Tap Water Delivers, at www.onlytapwaterdelivers.org. Here are some facts:

- Water is the primary ingredient in hundreds of thousands of everyday products, including many foods and beverages, as well as items such as toothpaste and perfume.
- Water is needed in the manufacturing of many products. For example, approximately 300 million gallons of water are needed to produce a single day's supply of U.S. newspapers.
- Total water use (both indoor and outdoor) in a typical single-family home is 101 gallons per capita per day.
- Only 3 percent of the tap water we use on a typical day is used for drinking. The rest goes for outdoor watering, bathroom uses, clothes washing, and so forth.